



SCAM-PROOFING A NATION WITH HUMOR AND AI

BACKGROUND

In 2024, **SMS spoofing scams hit over 600,000 Filipinos**, shaking user trust in e-wallet apps like GCash. Education efforts weren't cutting through, and a cultural habit of impulsive tapping on links, or "*pindot*," made users even more vulnerable.

GCash responded with a campaign that tackled the issue head-on to rebuild brand trust, with the goal of educating users about spoofing scams and push for a habit change by helping users pause before they "*pindot*." An awareness generation campaign that drives home the point through humour well.

APPROACH

GCash's campaign used "Tita Marnie" to show how clicking fake links leads to real losses—each spoofed "*pindot*" stole something from her home. This powerful visual was backed by a three-part YouTube exposé explaining how scammers hijack telco signals and how users can protect themselves.

The campaign launched with a **40-sec hero video**, followed by a **three-part ad series**, **6-sec bumpers**, and **15-sec non-skippables**. Using **YouTube's AI tools** for smart sequencing, retargeting, and frontloaded delivery, GCash maximized reach, engagement, and message retention.

GCash



YouTube Works Awards
Southeast Asia

WINNER

GSafe TAYO: ENTERTAININGLY SERIOUS
MASTERS OF MEDIA
GCash | Universal McCann Philippines + VML Manila

RESULTS

72M
video views

84
NPS score (from 70)

80%
less SMS phishing reports

"They started with people understanding the message first, and then led them down into a journey through sequencing."

– Jolly Estaris, Head of iWant, ABS-CBN Corporation



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